

*Tourism*  
**PRINCE GEORGE**

**Strategic Plan 2015-2019**

Approved January 21, 2015

## VISION

Prince George will be a recognized premier all-seasons destination – a community with remarkable urban experiences surrounded by incredible wilderness opportunities.

## MISSION

By December 31, 2019, Tourism Prince George will increase visitation\* to Prince George by 5% through:

**VISITOR SERVICES** – *We will provide excellent customer service and support local tourism stakeholders in delivering professional services to visitors.*

**PRODUCT DEVELOPMENT** - *We will have accessible and desirable products during all seasons that are available to a wide range of visitors in the leisure market including aboriginal, arts & culture, adventure.*

**MARKET DEVELOPMENT** – *We will promote the positive image of Prince George through engagement and continuing to build a compelling brand in core and niche markets.*

**ORGANIZATION EFFECTIVENESS** – *We will increase the capacity and effectiveness of Tourism Prince George in the following areas – governance, engagement, staff capabilities, policies & procedures.*

*\*This growth rate refers to hotel room tax which is a proxy measurement for an overall growth in visitations and tourism*

## WE ARE

**WELCOMING** – *We are excited to welcome the world and offer amazing visitor experiences.*

**PROUD** – *We are proud of Prince George and the contribution that we make to our incredible community.*

**COLLABORATIVE** – *We foster open communication, teamwork, community engagement and building trust with our stakeholders.*

**ACCOUNTABLE** – *We are dedicated to operating in a transparent and responsible manner.*

**FUN** – *We are passionate about creating and sustaining an enjoyable atmosphere in all we do.*

## KEY RESULT AREAS

### A. VISITOR SERVICES

*By December 31, 2019, we will accomplish the following goals:*

1. Continue to seek out and implement innovative ways of meeting visitors' needs for information.
2. Continue to promote and support the World Host standard with our stakeholders.
3. Support stakeholders, other tourism contact points and residents to be well-informed, proud ambassadors for Prince George.

### B. PRODUCT DEVELOPMENT

*By December 31, 2019, we will accomplish the following goals:*

1. Make ticketable tourism products and experiences, purchasable, centralized and accessible.
2. Facilitate area First Nations in their development of tourism products and experiences and partner in the marketing of these.
3. Facilitate the improvement of existing outdoor tourism products and experiences and development of new tourism products and experiences.
4. Engage other agencies and regional operators to enhance the uptake of Tourism Prince George products as part of a regional tourism experience.
5. Work with partners in facilitating an organized event and festival calendar that will attract people from outside the community.

### C. MARKET DEVELOPMENT

*By December 31, 2019, we will accomplish the following goals:*

1. Continue to focus on and grow tourism economic impact from core markets.
2. Bring non-ticketable (i.e. guided and self-guided) tourism experiences in Prince George to market.
3. Develop a strong program and reputation for sports hosting.
4. Develop a strong program and reputation for meetings and conventions.
5. Continue to support the growth of hunting and fishing tourism.
6. Continue to refine and leverage our brand to obtain a strong and positive

perception of Prince George in all markets.

**D. ORGANIZATION EFFECTIVENESS**

*By December 31, 2019, we will accomplish the following goals:*

1. The Board will be active ambassadors for Tourism Prince George providing effective governance.
2. Stakeholders are engaged with Tourism Prince George and recognize what we have to offer and what we have done to support their success.
3. We have a stable, enthusiastic and capable staff who are productive and feel valued.
4. We will have a complete set of relevant operational policies and procedures in place that staff are aware of and that support consistency and effectiveness in our organization.